



INSTAGRAM: STRATEGY 101

VIRGINIA IS FOR LO♥ERS



WHY
INSTAGRAM?

WHY INSTAGRAM? DEMOGRAPHICS

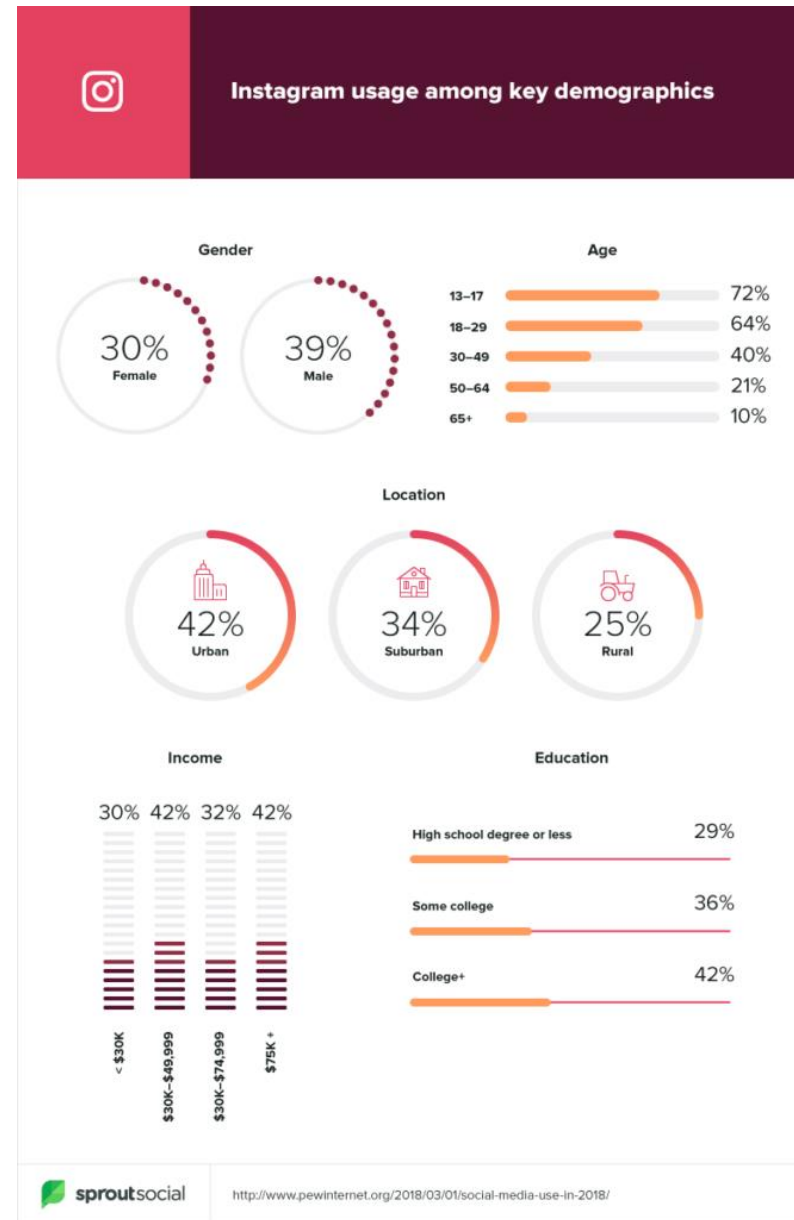
ANALYZING PLATFORMS

Understanding the demographics of each platform is an essential step to take before determining which platforms make the most sense for your brand.

Instagram's Demographic

- 1 billion monthly active users
- 500 million daily active users
- 400 million daily active users on stories
- User generated content has a 4.5% higher conversion rate
- Engagement on Instagram is 10 times higher than on Facebook

Source: <https://www.omnicoreagency.com/instagram-statistics/>



WHY INSTAGRAM?

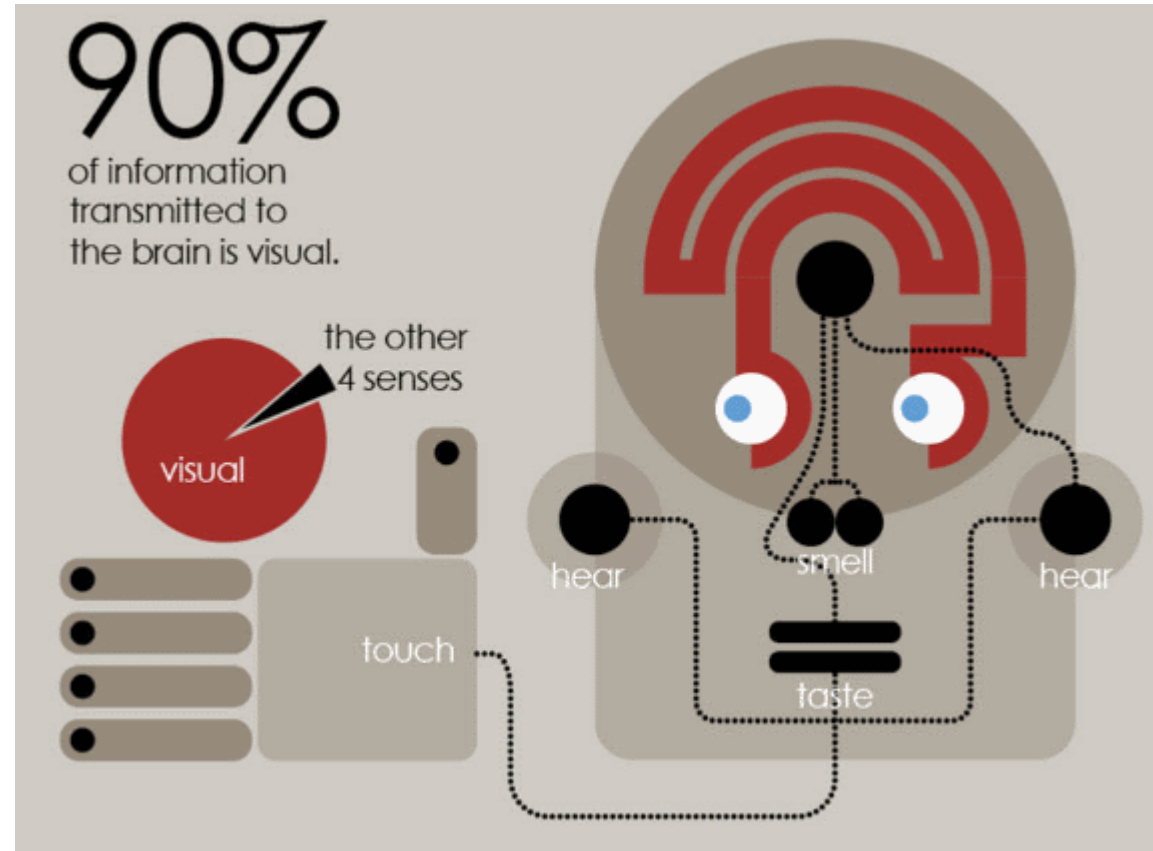
VISUAL APPEAL

VISUAL COMMUNICATION MATTERS

Sometimes words get in the way of what we want to say, and images don't have a language barrier.

The Value of Visuals

- 65% of people are visual learners
- 90% of information transmitted to the brain is visual
- Almost 50% of our brains are involved in visual processing
- We process visual information 60,000 times faster than text
- Articles with images get 94% more views than those without



Source: <https://neilpatel.com/blog/visual-content-you-need-to-use-in-your-marketing-campaign/>

WHY INSTAGRAM?

BRAND AWARENESS

DEMONSTRATE YOUR VALUES

We live in an age where trustworthiness of media is always in question. Social media is a chance for you to share who you are behind your business façade. GET REAL. What do you stand for?

Establish Relationships

- 38% of people on Instagram say they are influenced by a brand's social media
- 35% say they are influenced by retailers
- Instagram is a “soft” way to sell your product
- Be creative, relax, connect





BASIC POSTING STRATEGY 101

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STOP ADVERTISING, OBVIOUSLY

Start creating content for your audience as opposed to yourself. Ask yourself, “Who is my audience and what do they want? Why are they here? What am I doing right?” They will tell you if you listen.

Stop Obviously Advertising

- Authentic Content > Brand or Sponsored Content
- Document. Don't create.
- UGC (User Generated Content) adds even more authenticity to your narrative
- In the beginning it will be you, then it will be you + partners, then it will be you + partners + consumers



shefarmsinfreeunion • Following

shefarmsinfreeunion Just over here gabbin about how excited we are to vote on Tuesday 🐮

misskennedyanne Beauties. ❤️

its_trishabb 🥰❤️🥰 ❤️

perkonkalna_speks Solo singing:) 🎵 ❤️

pippinplace Yes yes yes. I only wish I had a thosand votes to cast! ❤️

amylowelllikesblue @thewibbs didn't I tell you this account is da 🐮??!! ❤️

patricialaydorsey I love this! ❤️

she.farms.too Splendid pic! ❤️

imaredheadedone Lol ❤️

ronniezito If the cows say vote- you must! ❤️

mrs.mandiesmith @alexalower ❤️



Liked by thephotomomma and 533 others

NOVEMBER 1, 2018

Add a comment...



BASIC POSTING STRATEGY 101

SUCCESSFUL POSTS

There is no absolute formula to creating a successful post, but there are some strategies for gaining success and establishing consistency.

Must-Dos:

- Scroll stopping image
- Engaging text
- Image Credit (if you are reposting an image)
- Hashtags (2-5 max)
- Tag partner accounts in text (when appropriate)
- Location tag
- Tag accounts in the image



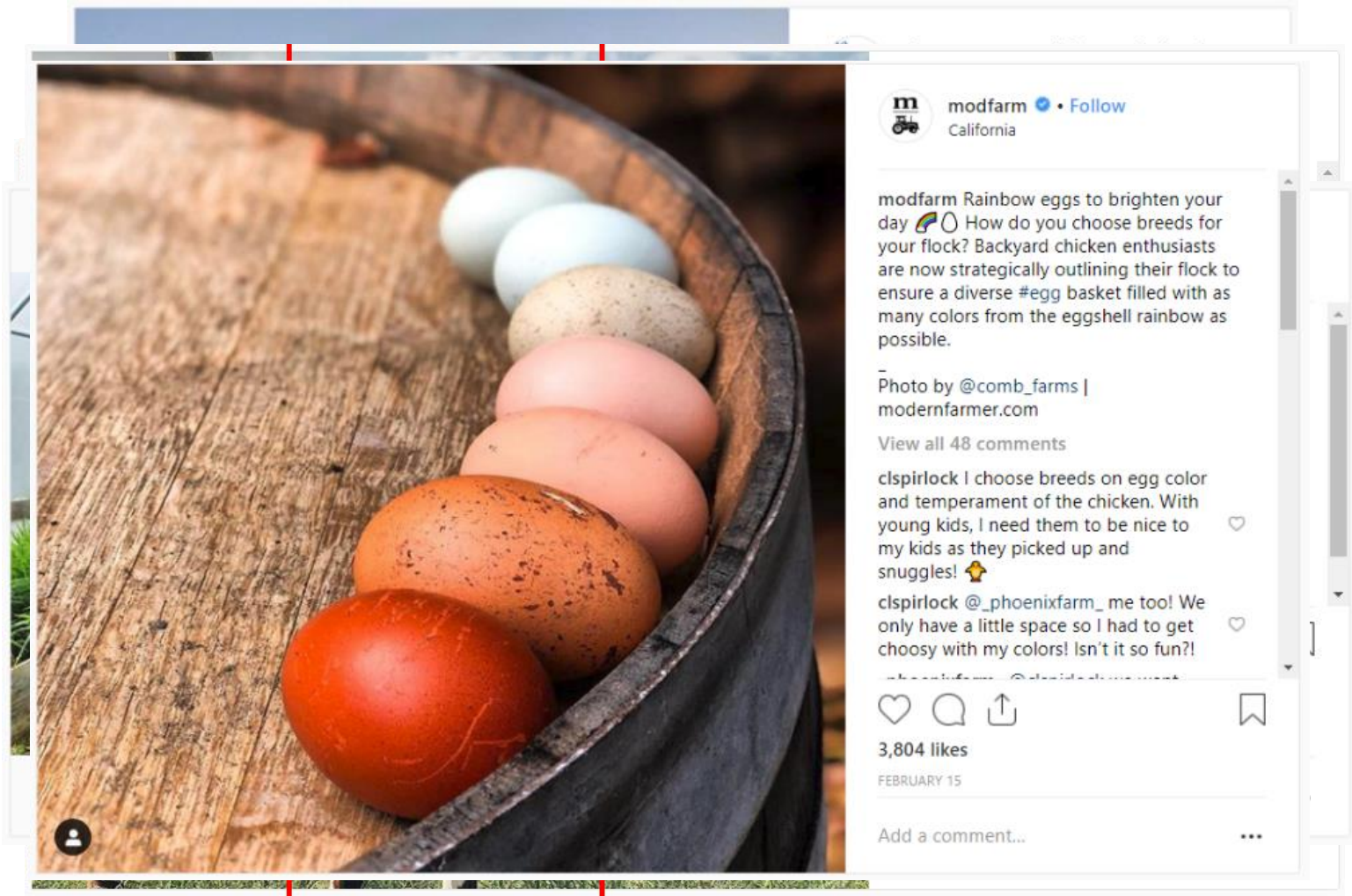
BASIC POSTING STRATEGY 101

SUCCESSFUL POSTS

There is no absolute formula to creating a successful post, but there are some strategies for gaining success and establishing consistency.

Photography Hacks:

- Golden Hour: first and last hour of light
- POV is 100% authentic
- Baby animals are GOLD
- Rule of thirds
- Leading lines
- Repetition
- Color
- Humor never fails



BASIC POSTING STRATEGY 101

SUCCESSFUL POSTS

There is no absolute formula to creating a successful post, but there are some strategies for gaining success and establishing consistency.

Do Not:

- Flood the feed
- Use too many hashtags
- Tag too many accounts in the body of your post
- Post images that look like ads
- Post images with text*

*Some rules have exceptions



BASIC POSTING

IG STORIES 101

WHAT ARE STORIES?

Stories are snaps (vertical photos or video) that are broadcast throughout the day and include text overlay editing, doodle tools, gifs and other interactive stickers and filters.

Why You Should Use Them:

- 400 million daily active users (80% of daily active users)
- They are discoverable
- More personalized approach to engagement
- No need to be polished, because they disappear in 24 hours
- Can include links (must have 10,000 followers)



BASIC POSTING

IG STORIES 101

VISUAL STORYTELLING

Ask yourself what sort of story you'd want to see and/or read. You're not only a content creator, you are a consumer.

What Stories Should You Tell?

- Promote a product
- Give a behind-the-scenes look
- Share a “how to” tutorial
- Poll your audience
- Repost UGC content
- You can also broadcast “live” and save your live feed to your story

Source: <https://louisem.com/268893/instagram-stories>





**BUILDING YOUR
ACCOUNT
STRATEGY 101**

BUILDING YOUR ACCOUNT

STRATEGY 101

ESTABLISHING RELATIONSHIPS

There is no absolute formula to creating a successful post, but there are some strategies for gaining success and establishing consistency.

Engage With Other Users:

- Like and comment on their posts
- Respond to questions and comments on your own posts
- Respond to direct messages
- Repost good UGC content
- Gary Vee's \$1.80 strategy
 - $\$.02 \times 9 \text{ hashtags} \times \text{top 10 posts} = \1.80





ADVERTISING
STRATEGY 101

ADVERTISING STRATEGY 101

PROMOTE WHAT'S SUCCESSFUL

We currently promote posts that are already seeing successful engagement.

Target Audience By:

- Age
- Gender
- Interest(s)
- Locality





ANALYTICS
STRATEGY 101

ANALYTICS STRATEGY 101

TRACKING & ANALYZING

Gain insight on your audience and how they are engaging with your posts. Follow competitors, plan your posts, monitor your comments, and more using Iconosquare.

Tips:

- Follow accounts similar to yours and integrate their successes
- Establish relationships with key influencers
- Jump on trends
- Engage with other users
- Collaborate!



IN CONCLUSION...

DON'T TAKE IT TOO SERIOUSLY...

AND HAVE A LITTLE FUN



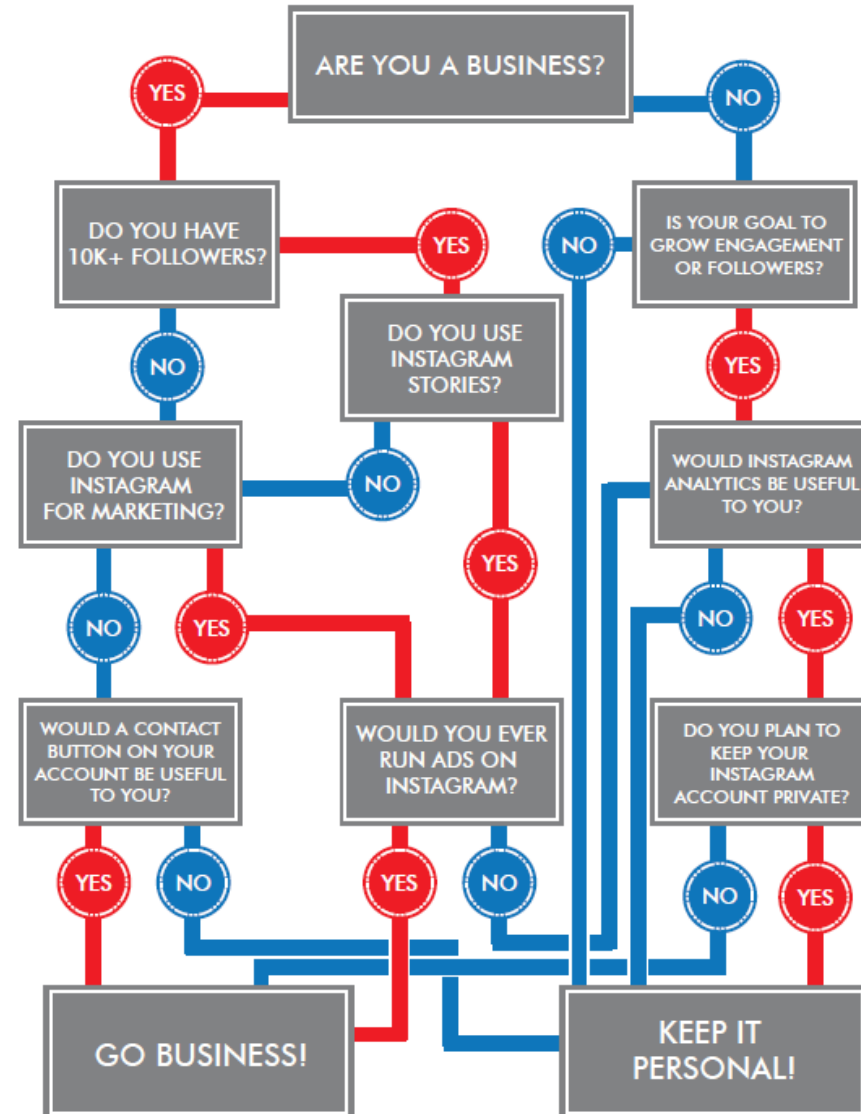
Handouts

- INSTAGRAM ESSENTIALS
- **Creating a hashtag:**
- Come up with a hashtag for your locality or business. Keep it simple and straightforward. Once you pick
- one, you should stick with it. So choose wisely!
- • Search to see if your hashtag already exists and, if so, what type of posts are already using that
- tag.
- • Use this tag consistently across all Instagram posts.
- • Include this tag in other marketing.
- o Print ads, website, Twitter, rack cards, table tent, etc.
- • Encourage folks using Instagram and Twitter to use your hashtag if applicable.
- o Include it in your bio with a message like: “Share your favorite Virginia travel moments
- with us by tagging #LoveVA, and we’ll repost our favs!”
- **How you can engage with users:**
- Numbers are important, but establishing relationships and engaging with your followers is even more
- important.
- • Like and comment on other users’ posts.
- • Follow relevant accounts.
- • Repost images that showcase your locality.
- • Like and/or reply to comments on your own posts.
- • Check and respond to direct messages on a regular basis.

SHOULD YOU SWITCH TO AN
INSTAGRAM BUSINESS PROFILE?

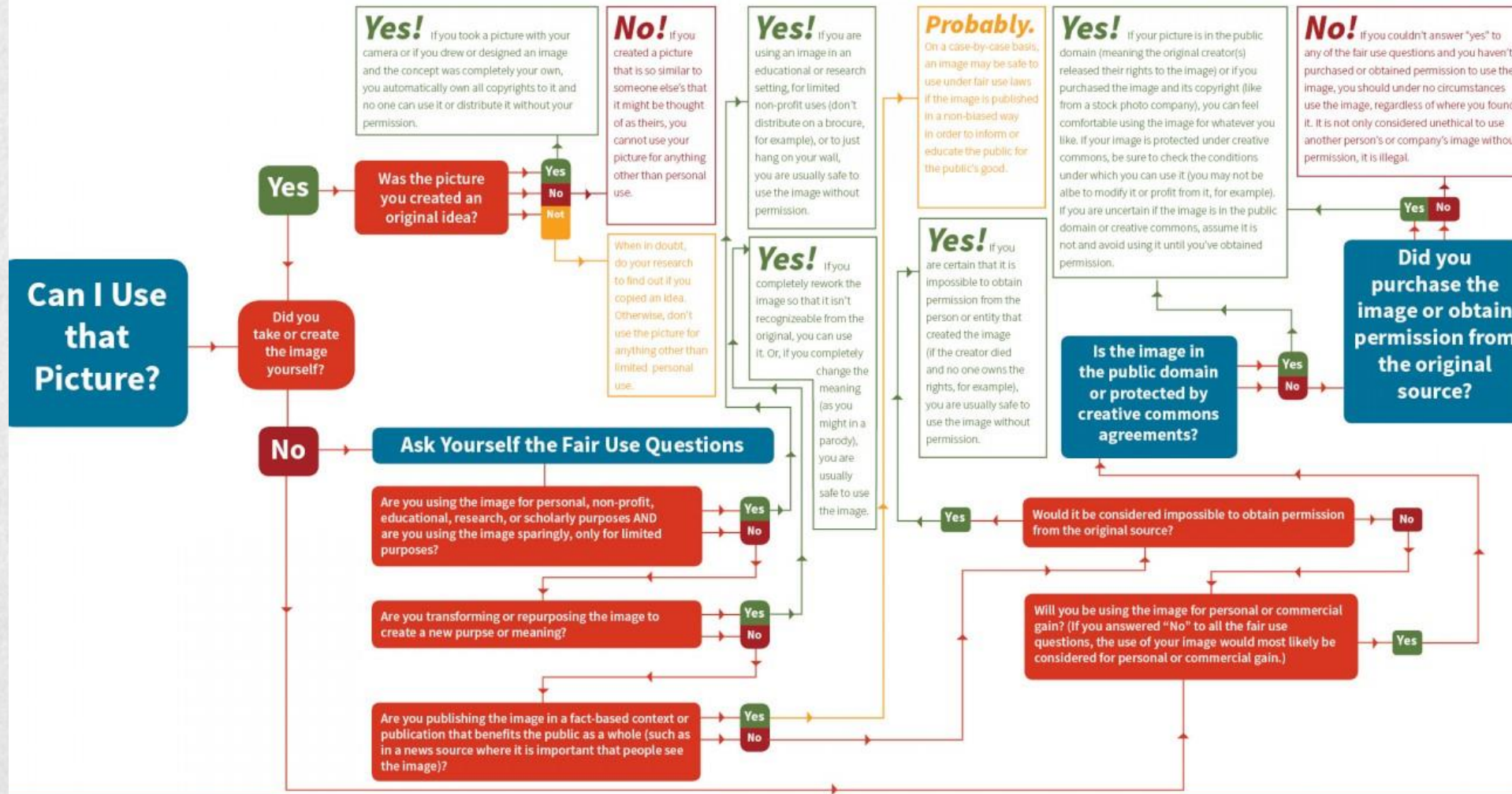
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VIRGINIA IS FOR LOVERS®



Can I Use that Picture?

The Terms, Laws, and Ethics for Using Copyrighted Images



Copyright

The protection given to any created image or work from being copied or distributed without permission. All images are immediately given copyright to the creator when the image is created.

Fair Use

The legal right to use copyrighted images as long as the images are used for educational, research, or personal or use or as long as the image benefits the public good in some way.

Creative Commons

Images that are copyrighted but that the creator has put provisions on their use. A creative commons license might stipulate, for example, that an image can be used as long as it isn't modified in any way.

Public Domain

Images that no longer have copyright restrictions either because the creator willingly relinquished their copyright or because the creator is dead and no one owns the copyright.

What if I found the picture on social media or a website?

While the laws about distributing images through social media channels like Facebook, Pinterest, and blogs are still fuzzy, it is generally considered acceptable to redistribute an image that was originally intended to be publicly viewed by the creator. This is why you will typically find original images re-posted on blogs, news sites, and social media channels even if the person re-distributing the images didn't obtain permission to do so.

However, much depends on the way in which you intend to use the image. It is unethical to redistribute an image on Facebook, for example, if a person didn't intend for the image to go public in the first place. It is also a form of plagiarism to post an image on your blog or website without citing the original source (and it is considered best practice to link back to the original source as well).

Pay attention to the fair use laws and other questions to the left when considering using other images you find online. Be careful about using others' images for personal gain, commercial gain, and even formal presentations without obtaining permission first.